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2 **ABSTRACT OF THE DISCLOSURE**

3 [0038] The present invention provides a system and method of facilitating electronic
4 commerce that allows merchants and/or individuals to buy and sell products in a non-
5 auction environment without establishing an individual web site. The present invention
6 provides the buyer with real-time product availability information and immediate
7 purchase consummation. Additionally, the present invention is capable of providing
8 multiple buyers with a shopping party experience. The present invention generates a
9 home show collection of products collection of products for display to each member of
10 the shopping party. In one embodiment, each product in the collection is displayed
11 individually and in a random order to allow each member of the shopping party to
12 experience the feeling of shopping in a conventional store. The present invention is
13 capable of displaying the home show collection according to a predetermined order
14 designed to resemble the order in which the buyer(s) would encounter products on the
15 shelves of a conventional store.